

**Ministry of Aboriginal Affairs**  
**External Reports > User Guide**

Produced and designed by  
**Gordon Alexander Creative Services**



# Ministry of Aboriginal Affairs External Reports > **User Guide**

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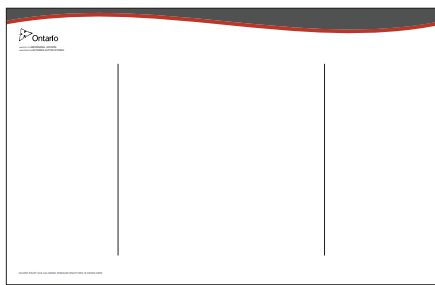
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& Object Specifications ..... 22



## MAA External Report Place Mat – Document Specifications

This document has been prepared for print to a standard 17" w x 11" h trimmed page size. The design has colour graphics on only one side and the art bleeds on all edges. A .25" bleed has been allocated. All colours are CMYK process - no pantone or other special inks are specified.

The supplied digital file is intended to be used as a template to produce a final document report. The template will allow further development of future reports.

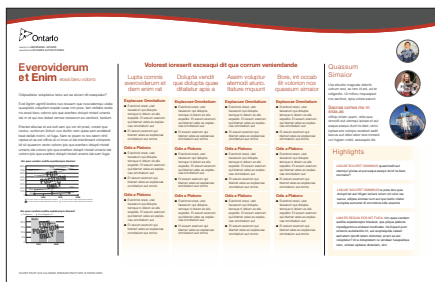


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MAA\_EXTERNAL REPORT\_PLACE MAT\_TEMPLATE.indt

The digital file has been created with Adobe Indesign CS5 and all fonts and supporting graphics are supplied. Placed graphic files have been created with Adobe Illustrator and Adobe Photoshop CS5.

An additional sample file with place holder text, sample charts/graphs and for-position-only photos are included for reference.



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MAA\_EXTERNAL REPORT\_PLACE MAT\_SAMPLE.indd

## MAA External Report Place Mat – Document Grid

The document has a 2 and 4 column text grid allowing copy and graphics to flow in a wide and narrow width. Copy should not be allowed to span from the outside to the inside margins.

The body copy styles;

002. Body Copy\_No Indent\_Helvetica Neue Light\_10/13

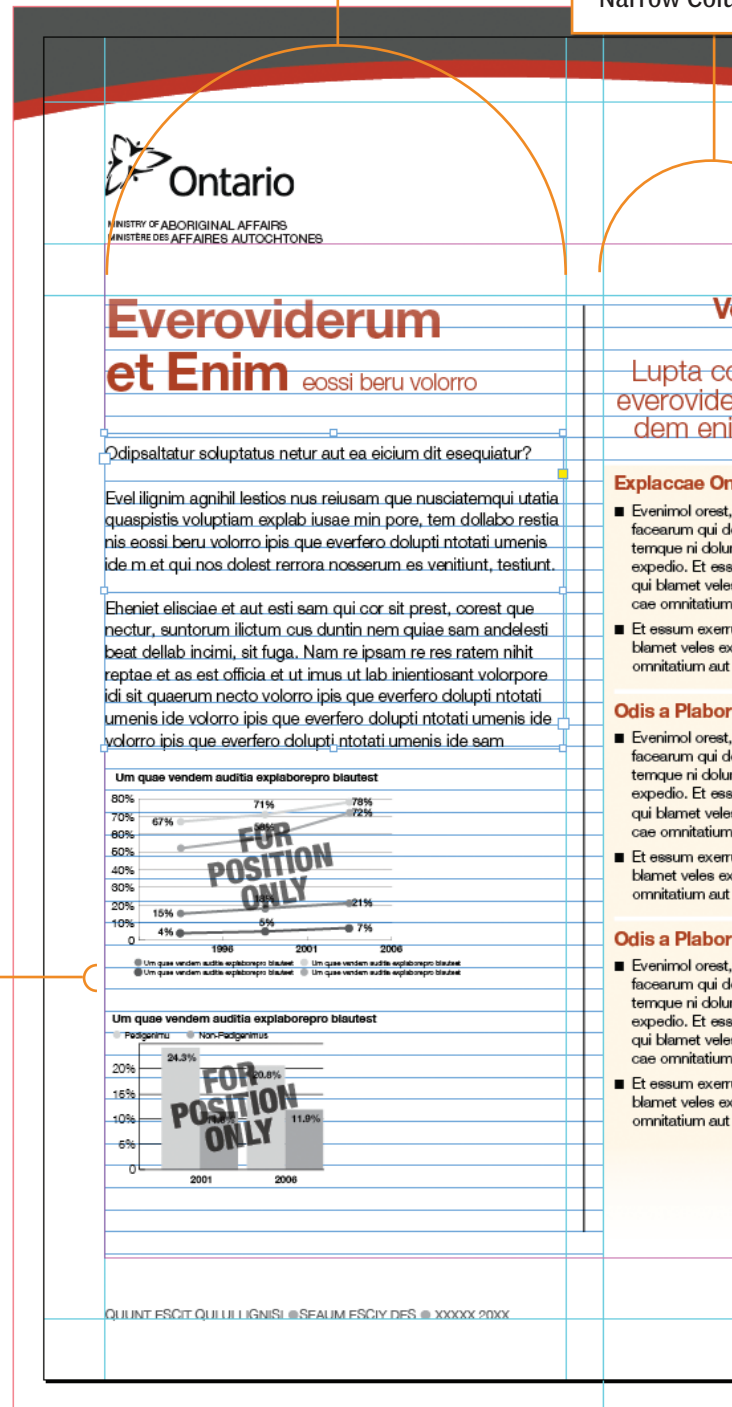
are locked to the baseline grid at 13 pt increments.

All efforts should be made to keep text and graphics with the set margins and guidelines.

13pt Baseline Grid

Wide Column Width

Narrow Column



Do Not Use: Full Span

Column Width

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Highlights

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## MAA External Report Place Mat – Type Specifications

There is one font family used in the document:

Helvetica Nue:

**The quick brown fox jumps over the lazy dog**

Paragraph and character styles are created for convenient text formatting and are highlighted in the following sample >

001. Report Title\_Helvetica Neu\_Bold\_31/31

002. Report Title Small\_Helvetica Nue Light\_14/31



Ontario

MINISTRY OF ABORIGINAL AFFAIRS  
MINISTÈRE DES AFFAIRES AUTOCHTONES

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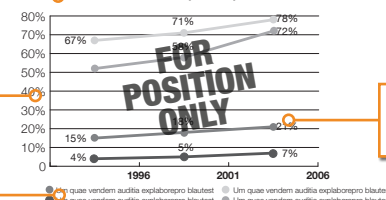
002. Body Copy\_No Indent\_Helvetica Nue Light\_10/13

001. Graph Head (Illustrator Style)

004. Graph Percentages (Illustrator Style)

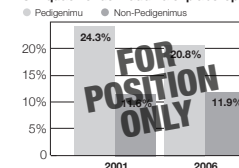
002. Graph Key (Illustrator Style)

Um quae vendem auditia explaborepro blaustest



005. Graph Percentages SMALL (Illustrator Style)

Um quae vendem auditia explaborepro blaustest



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003. Chart Head\_Helvetica  
Nue\_Bold\_17/17

004. Chart SubHead\_Helvetica  
Nue\_Light\_17/17

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005. Chart SubHead B\_Helvetica  
Nue\_Bold\_11/13

006. Chart Bullet Point\_Helvetica  
Nue\_Light\_9/11

007. Chart SubHead B w/rule\_Helvetica  
Nue\_Bold\_11/13

001. Bullet A\_Wing-Dings\_7/11\_BLACK

008. SubHead C\_Helvetica  
Nue\_Light\_19/22

009. SubHead D\_Helvetica  
Nue\_Bold\_13/13

008. SubHead C\_Helvetica  
Nue\_Light\_19/22

010. Highlight Copy\_Helvetica  
Nue Light\_9/13

003. Highlight Leadin\_Helvetica  
Nue Light\_9/13

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Highlights

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Submitted by Gordon Alexander – [www.galexander.ca](http://www.galexander.ca)

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## MAA External Report Place Mat – Colour Palette & Object Specifications

There are three document specific  
4-colour process colours used in  
the document:

### Colours:

|                  |                |               |
|------------------|----------------|---------------|
| MAA Brown Red    | MAA Yellow     | MAA Dark Grey |
| C22 M86 Y100 K15 | C1 M28 Y100 K0 | C0 M0 Y0 K80  |

Object and table cell styles are  
created for convenient graphic  
formatting and are highlighted  
in the following double page  
spread sample >

MAA Brown Red

004. Black .5 pt Rule

002. Box w/MAA YELLOW Fill



**Ontario**  
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MINISTÈRE DES AFFAIRES AUTOCHTONES

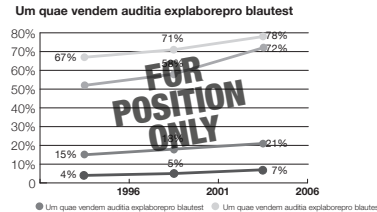
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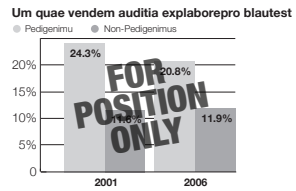
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10

Ministry of Aboriginal Affairs – External Reports User Guide

MAA Dark Grey

001. Circle Frame  
\_MAA DARK GREY 3pt Stroke



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## Highlights

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001. Highlight Cell\_WHITE

002. Highlight Cell\_CLEAR

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003. Box w/ WHITE  
Gradient Fill

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- Et essum exerrum qui  
blamet veles ex explaccae  
omnitatum aut omnis



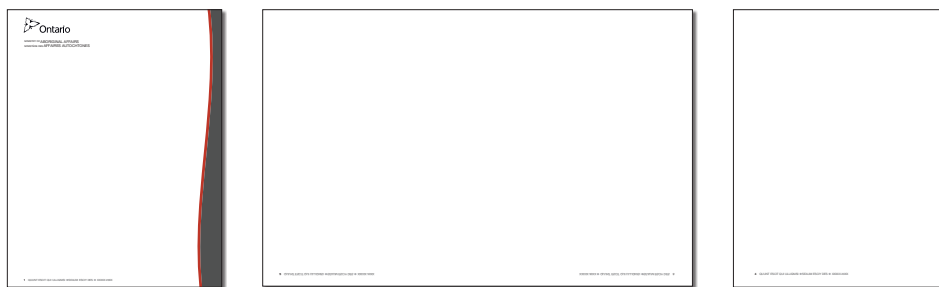
## MAA External Report 4 Pages – Document Specifications

This document has been prepared for print to a standard 17" w x 11" h trimmed sheet size.

The final folded page size will be 8.5" w x 11" h. The design has colour graphics on both sides and the art bleeds on all sides. A .25" bleed has been allocated. All colours are CMYK process - no pantone or other special inks are specified. The page setup is for facing pages with graphics crossing the gutter of the double page spread.

The supplied digital file is intended to be used as a template to produce a final document report.

The template consists of four distinct pages which will produce a final 4 page report.



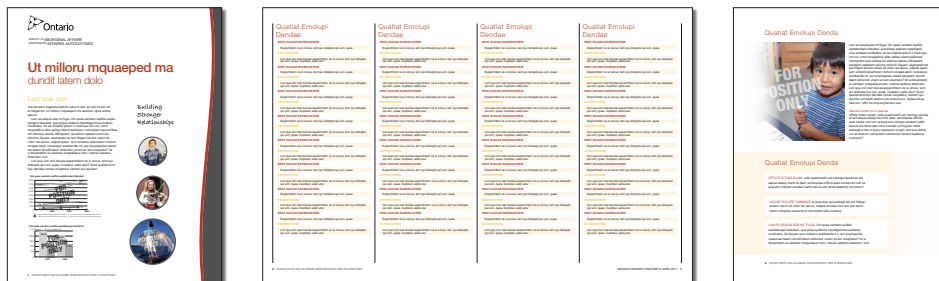
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### MAA\_EXTERNAL REPORT\_4PAGES\_TEMPLATE.indt

The digital file has been created with Adobe Indesign CS5 and all fonts and supporting graphics are supplied.

Placed graphic files have been created with Adobe Illustrator and Adobe Photoshop CS5.

An additional sample file with place holder text, sample charts/graphs and for-position-only photos are included for reference.



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### MAA\_EXTERNAL REPORT\_4PAGES\_SAMPLE.indd

## MAA External Report 4 Pages – Document Grid

The document has a 2 column text grid allowing copy and graphics to flow in a wide width. Copy should not be allowed to span from the outside to the inside margins.

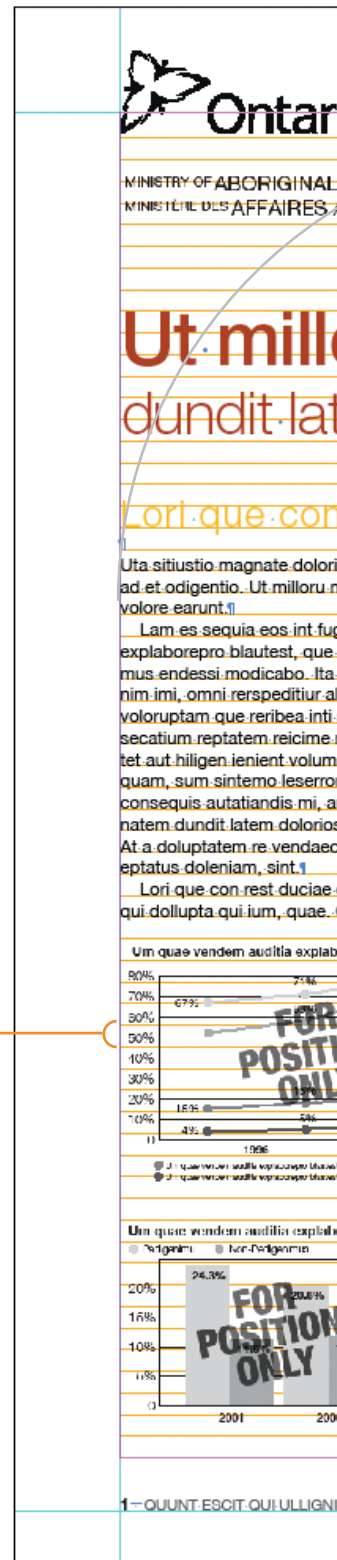
The body copy styles;

004. Body Copy\_Helvetica Nue Light\_  
No Indent\_9/11

005. Body Copy\_Helvetica Nue Light\_  
Indent\_9/11

are locked to the baseline grid at 11 pt increments.

11pt Baseline Grid



Do Not Use: Full Span

Wide Column Width

Building  
Stronger  
Relationships





## MAA External Report 4 Pages – Type Specifications

There is one font family used in the document:

Helvetica Neue:

**The quick brown fox jumps over the lazy dog**

Paragraph and character styles are created for text formatting and are highlighted in the following sample >

001. Head\_Helvetica Neu Bold\_38/45

002. Deck\_Helvetica Neue Light\_30/35

003. Intro Head\_Helvetica Neue Light\_19/22

004. Body Copy\_Helvetica Neue Light\_Indent\_9/11

001. Graph Head (Illustrator Style)

004. Graph Percentages (Illustrator Style)

005. Graph Percentages\_SMALL (Illustrator Style)

002. Graph Key (Illustrator Style)

  
MINISTRY OF ABORIGINAL AFFAIRS  
MINISTÈRE DES AFFAIRES AUTOCHTONES

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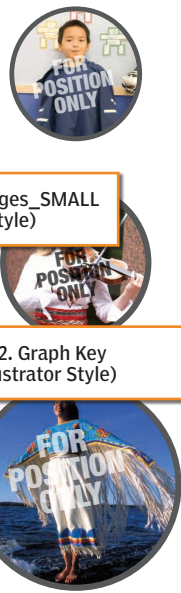
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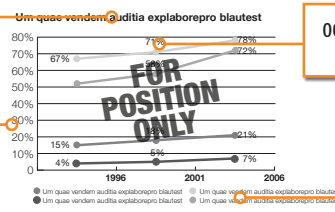
Lam es sequia eos int fuga. Um quae vendem auditia explaborepro blaustest, que plique plabore mpedigenimus endessi modicabo. Ita ea volestia ipsum il mod que nim imi, omni rerspeditiur alita velliqui aliant pediorero voloruptam que reribea inti sitemqu atecte officipsant, secatium reptatem reicime niminim iliquam, eserspisto tet aut hiligen ienient vulum sit volor res secus, odipsa quam, sum sinterno leserrorem inctium corepel essit, consequis autatiandis mi, aut eruptaque velesti aernatem dundit latem doloriost, enem ex est voluptatur? At a doluptatem re vendaec tusapelique nam, volorec eptatus doleniam, sint.

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Relationships



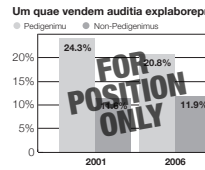
Um quae vendem auditia explaborepro blaustest



005. Graph Percentages\_SMALL (Illustrator Style)

002. Graph Key (Illustrator Style)

Um quae vendem auditia explaborepro blaustest



1 QUUNT ESCIT QUI ULLIGNISI ● SEAUM ESCIY DES ● XXXXX 20XX

## MAA External Report 4 Pages – Type Specifications (continued)

Paragraph and character styles  
are created for convenient text  
formatting and are highlighted  
in the following page sample >

009. Chart SubHead\_Helvetica Neu  
Bold\_8/8\_MAA BROWN RED

011. Chart SubHead\_Helvetica  
Neu Bold\_8/8\_MAA YELLOW

001. Bullet A  
\_WingDings\_6/8\_WHITE

008. Chart Title\_Helvetica Neu  
Light\_19/22

### Quatlat Emolupi Dendae

#### REST DUCIAE EXPERCHITEM

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#### EXPERCHITEM

Lori que con rest duciae experchitem ne si occus, tem qui dollupta qui ium, quae. Cuptatur, eatis etur

#### REST DUCIAE EXPERCHITEM

Experchitem ne si occus, tem qui dollupta qui ium, quae

#### EXPERCHITEM

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## MAA External Report 4 Pages – Type Specifications (continued)

Paragraph and character styles are created for convenient text formatting and are highlighted in the following page sample >

008. Chart Title\_Helvetica Neu Light\_19/22

Quatiat Emolupi Denda

006. SideBar Head\_Helvetica Nue Bold 13/12\_MAA YELLOW

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008. Chart Title\_Helvetica Neu Light\_19/22

Quatiat Emolupi Denda

007. Highlight Copy\_Helvetica Nue Light\_9/13

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4 QUUNT ESCIT QUI ULLIGNISI ●SEAUM ESCIY DES ● XXXXX 20XX

## **Comments on Placed Photography & Illustrations**

All raster images should be converted to CMYK mode and placed at no greater than 120% of original at 300 dpi.

Technical drawings and graphics (charts, graphs and other data) should be placed as CMYK vector graphics

## MAA External Report 4 Pages – Colour Palette & Object Specifications

There are three document specific  
4-colour process colours used in the  
document:

### Colours:

|                  |                |               |
|------------------|----------------|---------------|
| MAA Brown Red    | MAA Yellow     | MAA Dark Grey |
| C22 M86 Y100 K15 | C1 M28 Y100 K0 | C0 M0 Y0 K80  |

Object and table cell styles are  
created for convenient graphic  
formatting and are highlighted  
in the following two page samples >



MINISTRY OF ABORIGINAL AFFAIRS  
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MAA Brown Red

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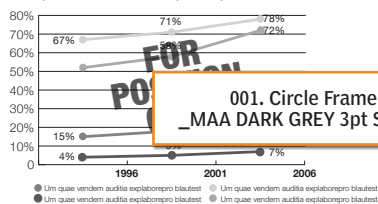
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Building  
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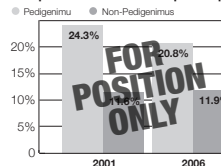


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001. Circle Frame  
\_MAA DARK GREY 3pt Stroke

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1 QUUNT ESCIT QUI ULLIGNISI ● SEAUUM ESCIY DES ● XXXXX 20XX

MAA Dark Grey

## Quatlat Emolupi Denda



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003. Box w/ WHITE Gradient Fill

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002. Highlight Cell\_CLEAR

001. Highlight Cell\_WHITE

4 QUUNT ESCIT QUI ULLIGNISI ●SEAUM ESCIY DES ● XXXXX 20XX

Produced and designed by  
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